

# Vermont's 11th Annual



## Women's Economic Opportunity Conference Saturday, November 3, 2007

Vermont Technical College  
Randolph Center



*Presented by:*

**U.S. Senator Patrick Leahy**

*Sponsored by:*

**Vermont Technical College**

**U.S. Department of Labor**

**U.S. Small Business Administration**

**VT Small Business Development Center**

**VT Agency of Transportation/Federal Highway Administration**

**VT Department of Economic Development**

**VT Department of Labor**

**VT Commission on Women**

**VT Interactive Television**

**VT Manufacturing Extension Center**

**VT Office of Economic Opportunity**

**Vermont Business Education Corporation**

**Vermont Women's Business Center**

**Vermont Works for Women**

**VT Secretary of State**

**VT State Treasurer**

**Central Vermont Community Action Council**

# WORKSHOPS

## Business

**From Chaos to Calm: Getting To-Do's Done** Whether at work or at home, there are many tasks competing for your time, energy, and focus. Learn how to get all of your to-do's done in a way that supports the harmony of your life. Topics such as making mindful decisions, tracking actions, and integrating your to-do's with your calendar will be discussed in this dynamic seminar.

**Greening Up Your Business (And Maybe Your Bottom Line)** This workshop is for those of you interested in learning how to green up your business operation while giving a boost to your bottom line. A vast majority of businesses want to be good stewards of the environment, but they could use needed help narrowing down broad environmental concepts to the impacts of everyday business operations. These efforts include reducing solid (and hazardous) wastes, improving energy efficiency, and purchasing more environmentally preferable products. Find out how to start the process of greening up your business and the resources available.

**How Well Do You Know Your Customer?** Understanding the demographics and psychographic factors affecting the buying process. Increase customer loyalty, position yourself for success and create and strengthen your bond.

**Starting Your Own Business** This is an introduction and overview of the basis of starting a business. The workshop covers such topics as the feasibility of starting a business, legal requirements, financial issues, risk assessment, and business planning.

**QuickBooks: Questions and Answers** This workshop will be interactive and based on the attendees' needs and wants.

## Money Management

**Credit Cards and Credit Repair** This workshop is a lively, interactive look at the credit card industry, using credit cards as a tool, and how to avoid credit traps. The workshop will also explore credit reports and how to improve or repair your credit ratings.

**How Not to Run Out of Money** This informational workshop will involve six parts. There will be an overview of money concepts, tracking on spending, net worth, strategies and tips for creating a savings plan, good and bad credit, and what you should know about insurance.

**Retirement Savings** This workshop provides the important information you need to know about saving for retirement, and the various retirement options that exist in the marketplace.

**Six Money Habitudes: Habits and Attitudes About Money** Every person has patterns of habits and attitudes about money. This workshop explores how those habits and attitudes support or sabotage our lives, relationships, career and financial goals. The goal is to help people communicate more comfortably and effectively about money.

**The Collective Power of Giving: Philanthropy & Strong Communities** This workshop examines charitable contributions, and how they help to build your community.

## Personal Growth

**Meditation** Slowing down, quieting the mind, and learning to listen to your inner wisdom, to be open to the possibilities and the practice of finding inner stillness are the focus at this workshop. Take away ideas to get you started on this road toward inner peace.

**Finding Inner Peace with Happy, Healthy Houseplants** Relax! There's nothing to houseplant care once you've learned the 'secrets of success' from these interior plant-care specialists. Come see two sisters share their experiences in a light and entertaining way.

**It's a Bird!** Learn how to become a member of Vermont's ever-growing birding community. This workshop will dazzle you with beautiful sights and sounds as well as answer your questions about bird identification, equipment, backyard feeding, and the where and when of birding in Vermont.

**Knit for Fun** We will knit the first of a pair of warm, snuggly wrist warmers. Great as a gift! Kit will include yarn and pattern. Please bring needles (size 7). (Must have basic knitting experience.)

## Leadership

**Creating a Culturally Comfortable Working Environment** Let's face it, the workplace is becoming more and more culturally diverse, and as a business owner, you may be unsure how to enhance employee skills so everyone achieves success. This workshop will address cultural awareness issues in the workplace, and methods and tools to help alleviate employee and employer frustration surrounding cultural and language barriers.

**Effective Communication for Today's Workplace** Enhance your communication and leadership skills to ensure success in both face-to-face and other interactions. The focus will be on overcoming challenges related to communicating one-on-one, delivering top-notch presentations, and adding value as a meeting attendee. This seminar is interactive and you are encouraged to share your experiences.

**Leading in the Blame-Free Workplace** This interactive workshop is for business owners and supervisors who want techniques and strategies to manage a blame-free workplace. Participants will explore the benefits of a blame-free management style and workplace culture, and will have an introduction to tools and techniques that you can use immediately.

**Taking your Place at the Table** Ever thought you could contribute to your community through public service but didn't know where to start? Come learn how to get involved in select boards, school boards, local and state boards, commissions and elected offices.

**The Positive Power of Mentoring** Join this conversation on women mentoring women and its proven benefits for business, mentors and mentees. We'll share some of the research on the power and benefits of mentoring, and talk about how mentoring is helping communities, businesses, and individuals become more successful and prosperous.

## Technology

**Google For Giggles** Learn how to surf the net the easy way. Come to this interactive workshop and learn how to navigate the internet to find the best web sites for travel and other shopping bargains, real estate, hobbies, and people with common interests.

**Identity Theft: What You Need to Know** This workshop will be geared to both the individual and to small business owners who are looking for ways to protect their employees' information. Find out what to look for, how better to protect your personal information and what steps you need to take if your information has been compromised.

**Website Workshop: Strategy and Tactics for Optimizing Your E-Marketing Dollars** This workshop is designed for businesses and not-for-profit organizations who either know that they need a website, or that they need to upgrade their current website. This workshop will help focus on how to prepare yourself for the project so that it is a cost-effective successful extension of your brand. The workshop covers information design, e-commerce, and search engine optimization.

**Your So-Called Digital Life: You Ain't Seen Nothin' Yet!** Now that the digital lifestyle—Blackberries, YouTube, iPods, iTunes, Second Life, Google Earth, blogs, Wikipedia, broadband connectivity and the billion-person Internet—has become a reality, we're on the verge of some really big changes in the ways we communicate, work and live. This session will explore ways we think about technology and how that shapes the future for business owners.

**Learning Microsoft WORD and Excel** An interactive class taught by a Vermont Technical College professor. There will be something for all levels. Bring your questions!

More information about our workshops may be found online at: [www.vtsbdc.org](http://www.vtsbdc.org) and <http://leahy.senate.gov>

## DIRECTIONS TO VERMONT TECH

I-89 to Exit 4, east on 66 to Randolph Center, VTC entrance, then follow signs.

# Agenda

- 8:00** Registration/Exhibits/Coffee - Judd Gymnasium
- 9:00 - 9:30** Welcoming Remarks  
Dr. Ty Handy, President, Vermont Technical College  
U.S. Senator Patrick Leahy
- 9:30 - 10:15** Keynote Address: Governor, Madeleine Kunin

## Morning Workshops

**10:30 - 12:15** See Registration Form for workshops

**12:15 - 1:15** Lunch provided at no cost

## Afternoon Workshops

**1:30 - 2:30** See Registration Form for workshops

**2:45 - 3:45** See Registration Form for workshops

**3:45 - 4:00** Closing remarks/Raffle/Reception

The Small Business Development Center and the Vermont Women's Business Center are partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a non-discriminatory basis. Arrangements for persons with disabilities will be made at all times in accordance with the Americans with Disabilities Act of 1990 and associated amendments. Arrangements for persons with special needs will be made if requested two weeks in advance. Contact Delaney Meeting and Event Management, One Main Street #36, Winooski, VT 05404, 802 655 7769. Co-sponsorship # 06-0150-51.

## Keynote Speaker Governor Madeleine Kunin

Governor Madeleine Kunin's efforts in education, the environment, and women's issues played a large role in her rise through the political ranks of Vermont. She is the first woman to have served three terms as governor of any state, the fourth woman to be elected governor in her own right, served as U.S. Ambassador to Switzerland, and served for three and a half years as U.S. Deputy Secretary of Education in the Clinton Administration.

B.S. cum laude, University of Massachusetts; M.S., Columbia University; M.A., University of Vermont; Program for State and Local Government and Fellow, Institute of Politics, Kennedy School of Government, Harvard University. Madeleine May Kunin is a former Vermont state legislator (1972-1978), Lieutenant Governor (1978-1982), and Governor of Vermont (1985-1991).

She has received more than twenty honorary degrees, and she is the author of two books; *Living a Political Life*, (Knopf, 1993) and *The Big Green Book*, (Barre Publishers, 1976).

Born in Zurich, Switzerland, Kunin emigrated to the United States with her mother and brother because of the threat of the Holocaust in 1940. Kunin has four children and four grandchildren. She is married to John W. Hennessey Jr., former Provost of The University of Vermont and Dean of Dartmouth's Tuck Business School.

**Registration  
Deadline:  
October 19, 2007**



Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Daytime Phone \_\_\_\_\_

E-mail \_\_\_\_\_

**It's easy to register. Take your pick.**

**Fax:** 1-802-728-3026

**Online:** [www.vtsbdc.org](http://www.vtsbdc.org) (click on training link)

**Mail:** Vermont SBDC, P.O. Box 188  
Randolph Center, VT 05061  
Attn: Heather

☐ Please check if you need special accommodations including a hearing interpreter. (need 1 month notice)

**Free Child Care!** Enroll your child when you register for the Conference. Limited spaces available.

## Please Circle Your Workshop Choices, One Per Time-slot

	10:15-12:15	1:30-2:30	2:45-3:45
<b>Business</b>	Starting Your Own Business	From Chaos to Calm: Getting To-Dos Done	QuickBooks – Question and Answer
	How Well Do You Know Your Customers?	Greening Up Your Business	
<b>Money Management</b>	Credit Cards and Credit Repair	How Not to Run Out of Money	The Collective Power of Giving: Philanthropy & Strong Communities
	Six Money Habitudes	Retirement Savings	
<b>Personal Growth</b>	Knit For Fun		Meditation
	Finding Inner Peace with Happy, Healthy Houseplants	It's a Bird!	
<b>Leadership</b>	Effective Communication in Today's Workplace	Leading in the Blame-Free Workplace	The Positive Power of Mentoring
	Taking Your Place At The Table	Creating a Culturally Comfortable Working Environment	
<b>Technology</b>	Website Workshop	Google for Giggles	Identity Theft: What You Need To Know
	Learning Microsoft WORD and Excel	Your So-Called Digital Life	

**For Statewide Rideshare/Carpool Information, Please Call 1-800-685-7433.**

Dear Vermonter,

Autumn is almost here, and that means it's time for the 11th Annual Women's Economic Opportunity Conference. Marcelle and I are delighted to invite you to this year's sessions on Saturday, November 3, on the campus of Vermont Technical College in Randolph Center.

The prominent roles women are taking in the workplace are no longer the novelty they had been in an earlier time. What's newer are the dynamic changes throughout Vermont's economy that are opening doors to opportunities that were hard to envision then. Our annual conferences have reflected these changes, and this is a conference that has helped equip hundreds of Vermont women with tools and insights that have helped them pursue their dreams.

The theme of this year's conference is Women in the Face of the 21st Century. We will focus on what's around the corner for Vermont's economy and for women entering or advancing in the changing workplace. I hope that you will join us to learn how you can be a leader in this new and different business world.

This year's keynote speaker is Governor Madeleine Kunin, who has her own remarkable path to leadership, accomplishment and success. As a child, she fled the threat of the Holocaust with her family and left Switzerland for America. Her path led her to become Governor of Vermont, the Deputy Secretary of Education in the Clinton Administration, and the U.S. Ambassador to Switzerland. She is a true role model and an inspiration to countless women, and to us all.

Whether you are hoping to start a new career or a business, or to pursue personal growth and financial security, please join Marcelle and me for this invigorating and enlightening day. This annual conference has earned its statewide reputation for the quality of its presentations, and participants past and present are long rewarded by the information, resources and networking they find in workshops relating to all aspects of economic opportunities for women.

We look forward to seeing you on November 3.

Sincerely,



PATRICK LEAHY  
United States Senator

